

SPRING 2022

Inmotion



THE OFFICIAL NEWSLETTER OF DALLAS AREA RAPID TRANSIT

IMPROVING THE RIDER EXPERIENCE





On the Cover: DART is developing an action plan to improve our rider's travel experience by focusing on the dimensions of Service, Environment, People, and Communication.







Improving the Rider Experience

A rider's experience doesn't begin when he or she boards a DART vehicle. It begins the moment they make the choice to use DART.

That experience includes the ease of using the agency's trip planning tools; purchasing a transit pass; interactions with DART employees; perceptions of the comfort, cleanliness, and safety of transit stops and vehicles; and any information the person receives from DART while traveling.

DART is renewing its focus on the rider experience and taking a tough look at the factors that drive our riders' satisfaction. The agency knows it has room for improvement, but there are many initiatives already in progress that will impact these drivers of satisfaction.



	Timeliness	Service that is reliable, frequent, and enables connections and travel to be timely.
	Safety/Security	A perception of safety through presence, improved amenities, customer behavior, and technology.
	Cleanliness	An environment that is free of clutter, trash, and scents throughout the rider journey.
	Convenience	Enables the rider journey process to be effortless through accessibility, ease of access, and connectability.
	Customer Service	Personnel that are identifiable, approachable, helpful, and courteous, and who anticipate the needs of the rider.
	Communication	Clear and consistent information that is easy to understand, and in varied formats, to meet the needs of the rider.

TOP 3 DRIVERS

For example, GoPass Tap card readers now accept contactless payment, which means riders can conveniently use their contactless credit/debit cards or payment-enabled mobile devices to pay their fare.

The agency has completed the Platform Extensions project on the Red and Blue Lines. Longer platforms enable DART to operate three-car trains on any line, reducing crowding and increasing the number of level-boarding areas, which makes boarding and riding the trains more comfortable.

The new DARTmart gives riders a one-stop shop for GoPass Tap cards, passes, schedules, maps, a Customer Service phone line, and Lost & Found. The agency is also doing outreach to grow participation in the Discount GoPass Tap card pilot program, which gives our lowest-income riders the opportunity to ride DART at half the cost.

These efforts are just the beginning as DART increases its focus on the rider experience in the years ahead.

Riders Can Pay Fares with Tap-and-Go Convenience

DART riders are enjoying a better riding experience with new hygienic, touch-free payment options that were introduced in late 2021. Now – in addition to the GoPass® app and GoPass® Tap cards – riders can pay for passes with any contactless card or payment-enabled mobile device.

Accepted forms of payment include contactless credit and debit cards issued by Visa, Mastercard, American Express and Discover, as well as digital wallet options such as Apple Pay, Google Pay, Samsung Pay, and Fitbit Pay. Riders can enjoy monthly fare capping by registering their contactless payment method at GoPass.org.



Discount GoPass Tap Card Pilot Program Extended Through 2022

The DART Board of Directors approved a one-year extension of the Discount GoPass Tap card pilot program. The program offers 50% off full-price adult fares – via a reduced-fare GoPass Tap card – to riders who currently participate in a qualifying financial assistance program and who apply for the card.

The coronavirus pandemic and subsequent closure of DARTmart, which reopened in late 2021, challenged the program's growth. The extension enables DART staff to increase community outreach and participation among qualifying riders.

DART.org/TapForHalf

Register in person, online or by phone!

**ALL OF DART,
HALF THE FARE.**

See if you qualify and learn more:
DART.org/TapForHalf

DART *let's go.*

A promotional graphic for the DART TapForHalf program. It features a hand holding a GoPass Tap card with a photo and text fields for 'First Name' and 'Last Name'. The background shows a DART bus and train at a station. The text 'ALL OF DART, HALF THE FARE.' is prominently displayed in white and yellow. At the bottom, it says 'See if you qualify and learn more: DART.org/TapForHalf' and includes the DART logo and 'let's go.' slogan.

DART Seeks to Hire 100+ Bus Operators

To attract more than 100 new bus operators in 2022, DART has raised the starting pay and launched a 90-day trial of sign-on bonuses and employee referrals.

The new starting pay of \$21.13 is more competitive with school districts and other entities also seeking drivers who hold a commercial driver's license (CDL). Targeted advertising will aim to reach CDL holders.

[DART.org/Hiring](https://www.dart.org/hiring)

DART hopes these recruitment efforts will attract a larger pool of qualified applicants.

By holding monthly hiring events, newly hired operators will begin training – and driving – sooner. DART also will host bus operator job fairs in late summer.

In addition to paid advertising on external channels, DART plans to place ads on its bus and rail interiors and exteriors,

windcreens, bus infotainment screens, interactive kiosks, and social media channels. The agency will promote these job openings broadly at a reasonable cost by leveraging its owned assets.

The current staff shortage is due to planned growth from DART's New Bus Network, competitive external market conditions, and higher-than-normal attrition during the coronavirus pandemic.



DART is seeking to attract bus operator applicants who already hold a CDL or a CDL permit with its competitive salary and benefits package.

Silver Line Advances on Design and Construction

DART's design-build contractor, Archer Western Herzog (AWH), anticipates that the Silver Line's design will be 100% complete by August 2022. Meanwhile, construction is going on across the whole corridor.

At multiple locations, AWH crews are drilling and pouring piers and constructing columns and caps for numerous bridges that will carry the Silver Line over busy roads. Workers are relocating utilities, such as telecom lines and petroleum pipes in downtown Carrollton. At future station locations, contractors are grading the land and laying down rocks in preparation for concrete. Others are clearing vegetation and removing old track.

The most visible progress is taking place in Addison and Richardson where contractors have built the station platforms and are now installing columns and awnings.

"We have waited a long time for rail service, so we are excited to finally see the future Addison Station taking shape," Addison Mayor Joe Chow said. "The town is also collaborating with partners to create a mixed-use transit-oriented development on



Workers are installing signaling equipment where the Silver Line tracks cross Addison Road.

city-owned land that will connect the Addison Circle district with DART's Silver Line."

In Richardson, construction on both the CityLine/Bush and UT Dallas stations is moving quickly. Work also has begun on the signature rail bridge across U.S. 75 that will connect the two stations. The bridge will be located between CityLine Drive and Renner Road.

"We very much look forward to the completion of the Silver Line and the new connections it will offer," Richardson Mayor Paul Voelker said. "Employers in our Telecom Corridor® area will enjoy the direct path it will give us to DFW International Airport, students attending UT Dallas in Richardson will benefit

from the flexibility of regional access for housing options, and our residents will be provided additional economic mobility as they are opened to new job markets previously only accessible by car. These are all great benefits, and we are anxious to see the day the Silver Line opens here."

Stadler Rail is currently assembling the Silver Line rail vehicles at their U.S. facility in Salt Lake City, Utah. DART hopes to receive the first Silver Line vehicle in late summer 2022.

The Silver Line is on schedule to begin revenue service in late 2024.

DART.org/SilverLine



The Silver Line's future Addison Station is located right next to the current Addison Transit Center, which is a short walk from the city's vibrant Addison Circle district.



The new Silver Line platform will be parallel to the existing Red Line light rail platform at CityLine/Bush Station, giving riders a convenient transfer point and easy access to the CityLine development and State Farm's regional office.



Construction began in late April on a new bridge across U.S. 75 Central Expressway that will connect the Silver Line's CityLine/Bush and UT Dallas stations.

Platform Extensions are Now Complete

All light rail stations in the DART Rail System will be able to accommodate three-car trains now that the agency has completed the Platform Extensions Project on the Red and Blue Lines. The project lengthened the platforms and/or moved the level boarding areas at 28 rail stations built prior to 2004. DART had either previously updated or built all other stations to fit three-car trains.

Three-car trains increase passenger capacity, meaning riders have more seats available and fewer riders will need to stand. The longer trains also have more level-boarding areas, making it easier to get on and off the train, especially for those with mobility issues.

Although DART does not plan to operate three-car trains regularly until ridership returns to pre-pandemic levels, the longer platforms allow the agency to do so. DART now can deploy longer trains

on select rail lines or trips during peak hours or special events when the vehicles are the most crowded.

[DART.org/DARTplus](https://www.dart.org/DARTplus)



Pro-rated DART Access Annual Passes Available

As more North Texas employees return to their worksites, DART is ready to assist with their commute. The agency is offering pro-rated annual passes for groups of five or more participants when an employer or employee group enrolls in the DART Access corporate annual pass program.

Program participants pay for the pro-rated annual passes up front, using pre-tax income, at a cost that's 37% off the retail cost of a DART annual pass. Companies may pass on the savings to individual riders or provide DART passes as an employee benefit. DART issues the DART Access Annual Pass either through the free GoPass® app directly to the employee's cell phone or as a personalized GoPass® Tap card.

Employee transportation coordinators can manage their DART Access account through an online portal, including adding or removing employees, uploading photos, and viewing invoices.

Commuters can save more than \$8,500 per year by riding DART, which reduces expenses such as gas, parking, tolls, and car maintenance. Plus, employees can use their DART pass at any time – such as for entertainment or errands – and not just for travel to and from work.

[DART.org/DARTAccess](https://www.dart.org/DARTAccess).



Commuters who are now working onsite or on a hybrid onsite/remote schedule can purchase a partial-year DART Access Annual Pass at a pro-rated cost.

Trinity Railway Express Celebrates its 25th Anniversary

The Trinity Railway Express (TRE) recently celebrated 25 years of providing commuter rail service between the downtowns of Dallas and Fort Worth.

The TRE opened its initial 10-mile segment on Dec. 30, 1996, between what is now Eddie Bernice Johnson Union Station and South Irving Station.

Over the next five years, the TRE finally reached its terminus at the Fort Worth T&P Station in downtown Fort Worth on Dec. 3, 2001.



DARTmart Reopens in a New Location

DARTmart has moved to a new suite at DART Headquarters. Large graphics on the front windows of the building help guide riders to the new location. Riders can visit DARTmart using an exterior door without entering the main lobby.

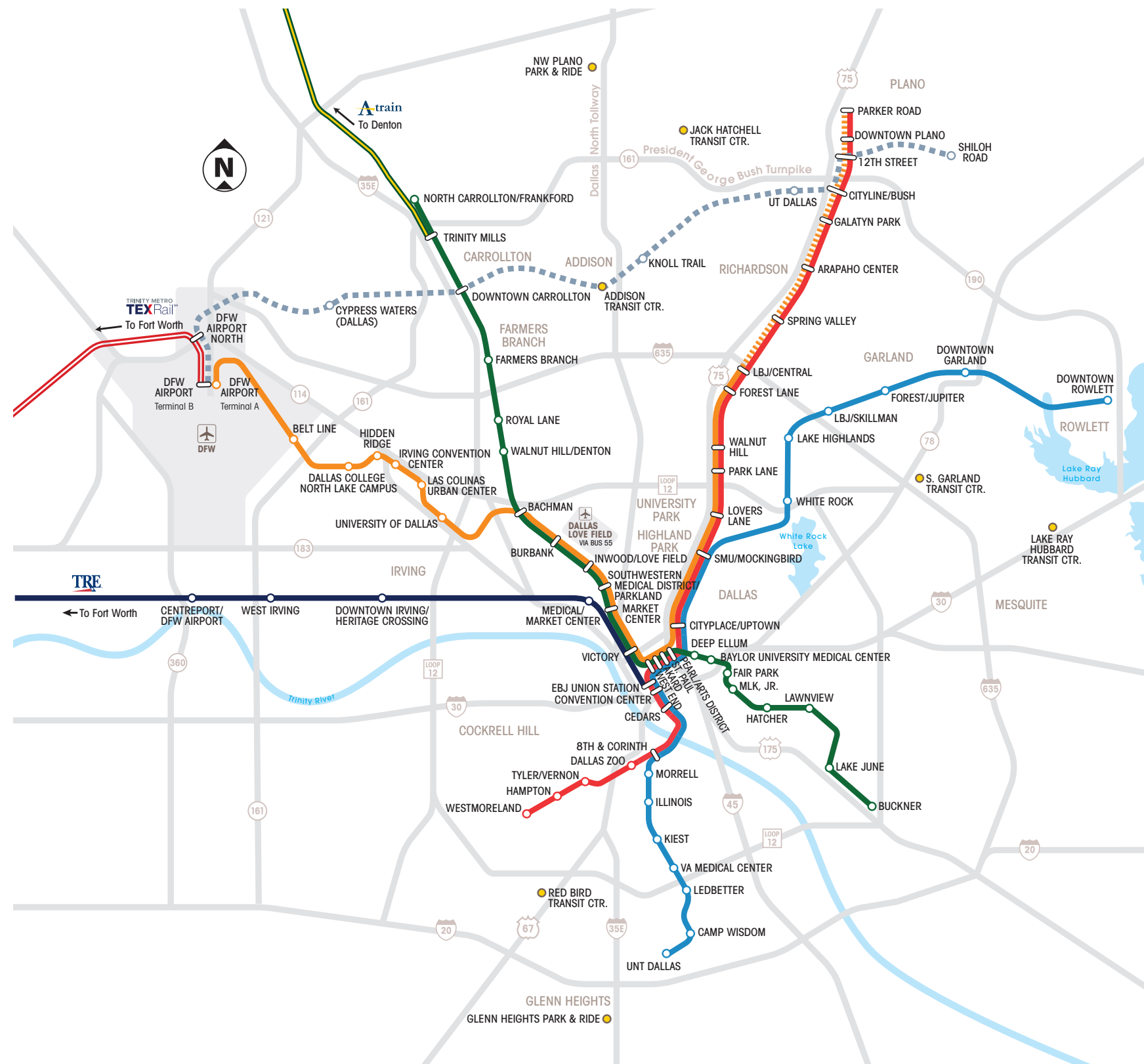
DART Lost & Found has moved to DARTmart to make it easier for riders to pick up lost items. The store has a phone for calling DART Customer Service and Lost & Found. Riders can pick up schedules and brochures from the public information racks located inside the store.

DARTmart staff are ready to assist customers in buying passes and GoPass Tap cards, applying for reduced-fare programs, and adding money to their accounts. DARTmart is open Monday-Friday, 7:30 a.m.-5:30 p.m.

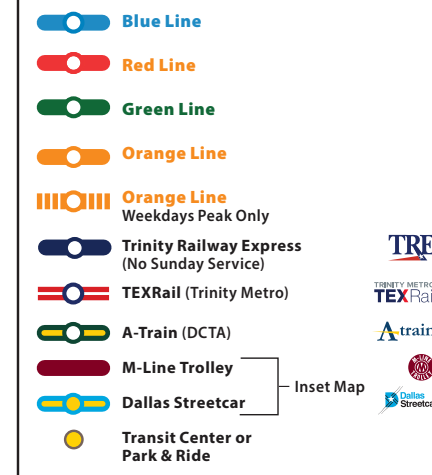


DART President & CEO Nadine S. Lee was joined by executives from DART's Marketing & Communications department during the ribbon breaking ceremony for the new DARTmart suite.

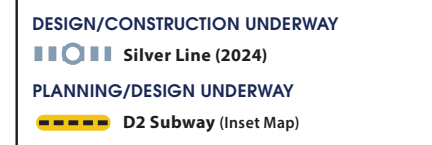
DART Current and Future Rail Services



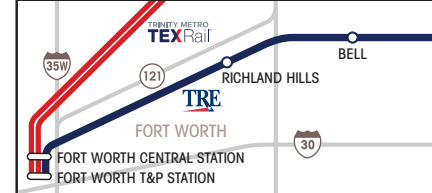
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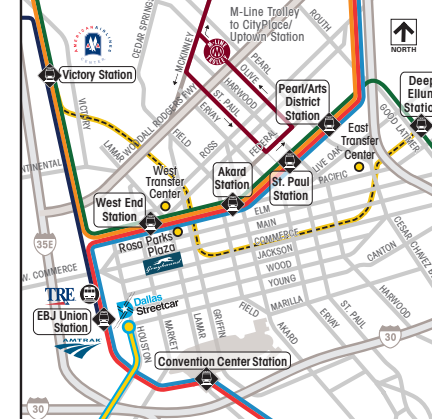
Future Services



TRE and TEXRail to Fort Worth



Downtown Dallas



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DIGITAL OR PRINT?



Help us Decide!

DART is considering changing the Inmotion newsletter to a mostly online publication, and we want your thoughts.

Inmotion would become a series of articles on the DART Daily blog, and we will notify you of new content by email. We would still print a “year in review” newsletter issue annually.

How do you want to receive Inmotion?

Email us at inmotion@dart.org and let us know which statements apply to you.

- I prefer a **mailed** DART newsletter.
- I prefer **online** content. Add me to your Inmotion email list.
- **Both!** Add me to your Inmotion email list but also keep me on your print mailing list.
- Please **remove** me from all your mailing lists.

Thank you for your ongoing interest in DART!